

## 2019 Annual Report

### Governmental Relations – Chaired by Dr. McKenzie Highsmith and Steve Darden

- Coordinated 2 legislative meetings for the membership
- Co-hosted a Regional Legislative breakfast with the Bristol and Kingsport Chambers
- Co-hosted a Senator Blackburn breakfast with the Bristol and Kingsport Chambers
- Hosted a Meet and Greet with U.S. Senate Candidate Bill Hagerty
- Organized Annual State of the City-County-Town Luncheon with updates from Mayors Brock, Grandy, and Vest
- Hosted Rep. Timothy Hill for a roundtable update with members
- Continued to monitor and advocate for legislation that impacts business with letters of support as needed

### Convention & Visitors Bureau – Chaired by Andy Marquart

- Launched two new websites – visitjohnsoncityTN.com and SouthernDozen.com
- Launched new brand in coordination with City of Johnson City, using Visit Johnson City as identifier in marketing efforts.
- Hosted Geico Motorcycle Built to Ride Tour, with estimated economic impact from visitor spending \$20,000. Mostly local and regional motorcycle enthusiasts.
- Hosted Hills & Hollers Harley Owners Group Rally, Largest HOG event in the United States. Drew visitors from 35 states and 4 countries with an estimated direct visitor spending of \$3.75 million.
- Hosted USA 10U Softball National Championship, with estimated direct visitor spending \$830,000.
- Coordinated Johnson City Sessions 90<sup>th</sup> Anniversary Celebration “Tell It To Me” event.
- Hosted premier for Amazon Prime Series “Air, Water or Land” in Founders Park, featuring several Northeast TN outdoor assets including Tannery Knobs Mountain Bike Park.
- Hosted the SORBA (Southern Off-Road Bicycling Association) Summit with 400 attendees in town to experience Tannery Knobs Mountain Bike Park. Estimated direct visitor spending \$120,000.
- Hosted Marching Bands of America with 31 bands and 4,000 students in competition. Another 5,000 spectators attended. Estimated direct visitor spending \$800,000.
- Hosted travel writers throughout the year that produced 20+ articles about Johnson City that reached more than 28 million people and are valued at \$300,000.

### Membership Services – Chaired by Scott Ledford

- Provided networking events – Membership Breakfasts, Business After Hours, Annual Membership Meeting, Golf Tournament, and Taste of Johnson City
- Introduced newly designed Regional Business Excellence Awards Program and Luncheon
- Hosted Glenn Shepherd Management Seminar.
- Redesigned membership directory/relocation guide – EXPLORE
- Assisted with 35 ribbon cuttings and ground breakings
- Participated in Incredible Speed Networking and NETAR Trade Show to promote Chamber services
- Partnered with Bristol, Greeneville, and Kingsport Chambers on Regional Holiday Membership Breakfast
- Showcased members to ETSU and Milligan students and faculty during welcome week events

- Assisted with Washington County Agricultural & Business Appreciation Dinner, Ag School Fair Tours, FFA Tours, and Ag Literacy Week
- Promoted events in our community and region through our social media and community calendar

#### Workforce Education Industrial – Chaired by Tammy Gorzka

- Coordinated Leadership 2020, Youth Leadership 2020 and CARE Youth Programs
- Hosted Lunch & Learn and Women’s Power Hour events
- Coordinated 3<sup>rd</sup> Annual Multigenerational Workshop
- Coordinated Women’s Power Hour Lunch Summit with Brenda White Wright as keynote speaker
- Co-sponsored the Education to Employment Workshop
- Assisted with Washington County Schools In-Service Day
- Supported TN Promise, TN Scholar, TN Reconnect, TN Pathways, and TN Achieves
- Supported ACT/NCRC Work Ready Communities Program

#### General Support and Involvement

- Hired a new President/CEO, Bob Cantler
- Played an active role in the Regionalism conversation
- Staff served on numerous committees: Johnson City Sesquicentennial, Live Well Washington County, Diversity & Inclusion, Blue Ribbon Task Forces, and more
- Received unmodified opinion audits for both the Chamber and Foundation